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TOURISM CENTER

# Burnsville area visitor and non-visitor profile report

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Authored by Xinyi Qian, Ph.D., University of Minnesota Tourism Center

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Experience Burnsville

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## EXECUTIVE SUMMARY

In 2016, Experience Burnsville, the convention and visitor bureau of Burnsville, with partial funding from Explore Minnesota Tourism Research Grant, commissioned the University of Minnesota Tourism Center to profile visitors to Burnsville from September 1, 2016 to February 28, 2017. The Tourism Center also conducted a non-visitor survey by purchasing an online panel of respondents from Qualtrics®. Non-visitors were defined as visitors who traveled to the Twin Cities Metropolitan Area during the same time period but did not visit Burnsville. Below is a summary of findings from both the visitor profile survey and non-visitor online survey.

## RESPONDENTS

For both the visitor and non-visitor surveys, about 51 percent of respondents were male and 49 percent female. The average age of visitor survey respondents was 48 years, while the average age of non-visitor survey respondents was 40 years. In terms of household income, 22 percent of visitors reported a family income in the \$50,001–\$75,000 range compared to 14 percent of non-visitors. About 16 percent of visitors reported a family income in the \$75,001–\$100,000 range, while 27.6 percent of non-visitors did. Regarding education, about 10 percent of visitors and non-visitors graduated from high school, about 16 percent had some college education or an associate's degree, and a little over 30 percent had a college degree. Close to 15 percent of visitors came from Minnesota, followed by 4.31 percent from Wisconsin and 3.52 percent from Iowa. Among non-visitors, 10.85 percent came from California, followed by 9.43 percent from New York and Illinois, respectively, 8.73 percent from Wisconsin, and 7.78 percent from Minnesota.

## IMPRESSION OF BURNSVILLE AMONG NON-VISITORS

About 37 percent of non-visitors knew either a little or a lot about Burnsville. Close to 40 percent had heard of Burnsville but did not know much about it, and 23.4 percent were not aware of Burnsville. Among those non-visitors who knew a little or a lot about Burnsville, 70 percent thought it was friendly and 51.3 percent thought it was clean. Close to 40 percent regarded Burnsville as safe and having plenty of shopping options. Among non-visitors who knew a little or a lot about Burnsville, 52.8 percent identified “schedule already full” as a reason for not visiting Burnsville, and 22 percent identified “too far away from either downtown.” Among these same non-visitors, about 33 percent identified “convenient transportation from either downtown,” “more festivals/events,” and “shuttle between the Minneapolis–St. Paul International Airport and Burnsville” as factors that would entice them to visit Burnsville. About 25 percent identified “local restaurants” and “kid-friendly activities” as reasons they would visit.

## TRIP INFORMATION

Close to 30 percent of visitors spent one night in Burnsville, and another 24.2 percent spent two nights. Among non-visitors, 41.7 percent spent two or three days on the entire trip and another 32.4 percent spent four or five days. Over 60 percent of visitors and close to 70 percent of non-visitors spent a night in hotels/motels. About 15 percent of visitors stayed with friends or relatives, while 21.8 percent of non-visitors did so. Forty-four percent of visitors traveled in groups of two, while 24.4 percent of non-visitors did. About 20 percent of visitors traveled in groups of three or four compared to 44 percent of non-visitors. While 35.6 percent of visitors traveled with family and 24 percent with a partner, 50.4 percent of non-visitors traveled with family and 15 percent with a partner. Both visitors and non-visitors spent the most on lodging, followed by restaurants,



shopping, transportation, and recreation. The average total of personal spending within a 24-hour period was \$192 among visitors and \$456 among non-visitors.

### **TRIP ACTIVITIES, PURPOSE, AND PLANNING**

Among visitors, 86.8 percent dined out and 24.8 percent visited friends and/or relatives. Among non-visitors, 82.4 percent dined out, 43.8 percent visited friends and/or relatives, and 32.3 percent participated in sightseeing. Among visitors, the top four reasons for visiting Burnsville included visiting family/friends who live in the area (20.3 percent), business/work (14.5 percent), and attending sports events (12.3 percent).

Among non-visitors, the top three reasons for visiting the Twin Cities Metro Area included family fun (25.1 percent), visiting family/friends who live in the area (24.4 percent), and visiting attractions (13.6 percent). Overall, both visitors and non-visitors tended to plan their trip within a month of departure. Visitors were most likely to use word of mouth (36.8 percent) and the area/destination website (26.1 percent) as information sources during trip planning. Non-visitors were most likely to use area/destination website (38.9 percent), word of mouth (28.8 percent), and Trip Advisor (20.4 percent) as information sources.

### **IMPACT AND USE OF SOCIAL MEDIA**

The majority of visitors (80 percent) and non-visitors (56.8 percent) did not change their original travel plans based on information found on social media. Two-thirds of visitors and 46.8 percent of non-visitors indicated an equal use of both a personal computer and mobile device. Over half of visitors would use word of mouth (58.5 percent) and Facebook (53 percent) as an information sharing medium, and 44.4 percent would use text messages. Over 40 percent of non-visitors would use word of mouth (48.7 percent) and Facebook (42.2 percent), and 36.8 percent would use text messages.

### **DISCUSSION**

Overall, Burnsville visitors tended to be older, compared with respondents to both the non-visitor online survey. A higher percentage of Burnsville visitors had a family income over \$175,000 than non-visitors. This finding is encouraging, as it presents the potential of capturing more visitor spending. Burnsville visitors came from either other parts of Minnesota or other states in the upper Midwest. Non-visitors, however, had a much wider geographical distribution, covering both coasts (California and New York), along with states in the upper Midwest.

The awareness level of Burnsville is not high. Clearly, visitors need to be educated on Burnsville—what the destination has to offer in terms of activities, restaurants, and other attractions. Among non-visitors, over half spent three to five days on their trips. As such, opportunities exist to encourage these visitors to spend some time in Burnsville.

The location of Burnsville may also be a challenge to attracting visitors. Offering convenient transportation from either downtown and a shuttle between the Minneapolis–St. Paul (MSP) International Airport and Burnsville may entice non-visitors to spend time in Burnsville. Additionally, future marketing efforts highlighting Burnsville’s local restaurants and kid-friendly activities may also encourage more visitors.

### **Trip information**

Staying at a hotel is still the predominant accommodation choice of both visitors and non-visitors. A higher percentage of non-visitors, however, stayed with friends or relatives, compared to visitors.



This is encouraging news for Burnsville, since staying with friends or relatives most likely means the traveler(s), did not incur lodging expenses. Moreover, a higher percentage of non-visitors than visitors used Airbnb, an online hospitality service. This is also encouraging news for Burnsville, as Airbnb currently does not collect taxes from hosts in the Minneapolis–St. Paul–Bloomington Metropolitan Area.

In terms of spending, higher lodging expenses paid by non-visitors may be due to the cost of accommodations in Minneapolis and St. Paul. The higher spending on restaurants by non-visitors indicates they were willing to pay more for their dining experiences. Given that “local restaurants” was identified as a factor that could entice non-visitors to Burnsville, it would be worthwhile for the city to promote its local restaurants. Non-visitors also spent more on recreation than visitors did, but visitors were more likely to choose outdoor recreation as their primary reason for taking the trip. As such, one opportunity is to identify potential for generating more visitor spending on recreation.

Higher percentages of visitors than non-visitors took a trip to Burnsville for business or sporting events. At the same time, visitors, as compared with non-visitors, were less likely to participate in different types of activities during their trips. Identifying Burnsville’s current assets, to better highlight the many activities the city offers, may generate more visitor spending. It is also important to reach out to local residents so they know what activities are available for visiting friends and family.

### **Trip planning and sharing**

Visitors tended to plan their trips less than two weeks in advance. This can be challenging for destination marketing organizations, as influencing decisions at the last minute is often difficult. Additionally, since visitors are more likely to receive travel information from word of mouth, high-quality customer service is very important. No visitor used Explore Minnesota Tourism (EMT) or area/destination e-newsletters as information sources. If Burnsville posts information on the EMT website and has an e-newsletter, it may be worthwhile to assess these two information sources in terms of content, delivery frequency, and e-newsletter recipients.

Lastly, visitors were more likely to use word of mouth, text messages, and Facebook as information sharing methods. The prevalence of Facebook among visitors, despite their older age, not only reflects the mainstreaming of Facebook but also creates an opportunity for electronic word of mouth. Local businesses can encourage visitors to tag their Facebook page (assuming a business has one) when sharing their experience on social media sites.

## INTRODUCTION

Consumer profile information is essential for tourism marketing and planning. The Burnsville area has been using information from the 2012 Minneapolis–Saint Paul (MSP) Metropolitan Area summer visitor profile project (Tourism Center, 2012) and does not have visitor profile information of its own. Subsequently, Experience Burnsville, the convention and visitor bureau of the Burnsville area, contracted with University of Minnesota Tourism Center to profile visitors to the Burnsville area in 2016–17 fall and winter seasons. An online panel of MSP Metro Area visitors who did not visit Burnsville was further conducted to provide comparison with Burnsville visitors during the same time period.

## METHODOLOGY

For the visitor profile survey, trained staff administered on-site, in-person questionnaires to Burnsville area visitors during the fall and winter seasons, specifically between September 1, 2016 and February 28, 2017.

For the non-visitor online survey, University of Minnesota Tourism Center contracted with Qualtrics®, which supplied an online panel of qualified respondents.

## STUDY SETTING

Burnsville, with a 2015 population of 61,481 residents, is a southern suburb of the MSP Metro Area in Minnesota (U.S. Census Bureau, 2015). The City of Burnsville includes several hotels and restaurants, a performing arts center, a ski area, an ice arena, many parks, and a major hospital.

## SAMPLING

For the visitor profile survey, a convenience sample was conducted to reach the breadth of tourists visiting the Burnsville area. Based on discussions with Experience Burnsville, survey sites included several hotels and restaurants, the shopping center, the performing arts center, the ice arena, and the ski area. Data collection took place on Fridays, Saturdays, and Sundays, and a small number of weekdays throughout the two seasons.

Experience Burnsville made initial contact with site management to ask for their willingness to participate. Subsequent communications with the survey sites were maintained by the University of Minnesota Tourism Center. All questionnaires were administered in person by surveyors hired and trained by the University of Minnesota Tourism Center.

For the non-visitor online survey, Qualtrics® supplied a convenience sample of qualified online survey respondents.

## APPROACHING AND SCREENING RESPONDENTS

For the visitor profile survey, three screening questions assured each survey respondent was an adult visitor (Figure 1). For the purpose of this study, a tourist was anyone who traveled at least 50 miles from his or her primary residence to the Burnsville area. As an incentive, respondents were included in a quarterly drawing to win a \$100 Amazon gift card.

1. Are you 18 years old or older? ☐ Yes (Continue) ☐ No (Ask if an adult is present; if no, terminate)
2. Do you live 50 miles or more to Burnsville area? ☐ Yes (Eligible to complete survey) ☐ No (Ask question 3)
3. Did you or do you plan to stay at least one night away from home in Burnsville area?  
☐ Yes (Eligible to complete survey) ☐ No (Thank/terminate)

**Fig. 1: Screening questions for potential respondents to the 2016-17 Burnsville visitor profile survey**

For the non-visitor online survey, five screening questions were asked to assure each respondent was an adult who visited the MSP Metro Area between September 1, 2016 and February 28, 2017 but did not visit Burnsville during the trip (Figure 2). If a respondent visited the MSP Metro Area multiple times during the six-month time period, s/he was asked to complete the survey based on the most recent trip.

Are you 18 years or older? ☐ Yes ☐ No

Do you live 50 miles or more from the Minneapolis–St. Paul (MSP) Metro Area? ☐ Yes ☐ No

Did you spend at least one night away from your primary residence in the MSP Metro Area? ☐ Yes ☐ No

When did you visit the MSP Metro Area? Please indicate your trip **start month**. If you took multiple trips to the Metro Area, please think of the **most recent** trip. [Note: a drop down box with the six months and an “I do not remember” option was used for this questions.]

While on this trip, which of the following suburban cities of the MSP Metro Area did you visit? (Choose all that apply)

- ☐ Burnsville
- ☐ Chanhassen
- ☐ Edina
- ☐ St. Louis Park
- ☐ I do not remember
- ☐ I did not visit any of the suburban cities while on this trip

**Fig. 2: Screening questions for potential respondents to the 2017 Burnsville non-visitor online survey**

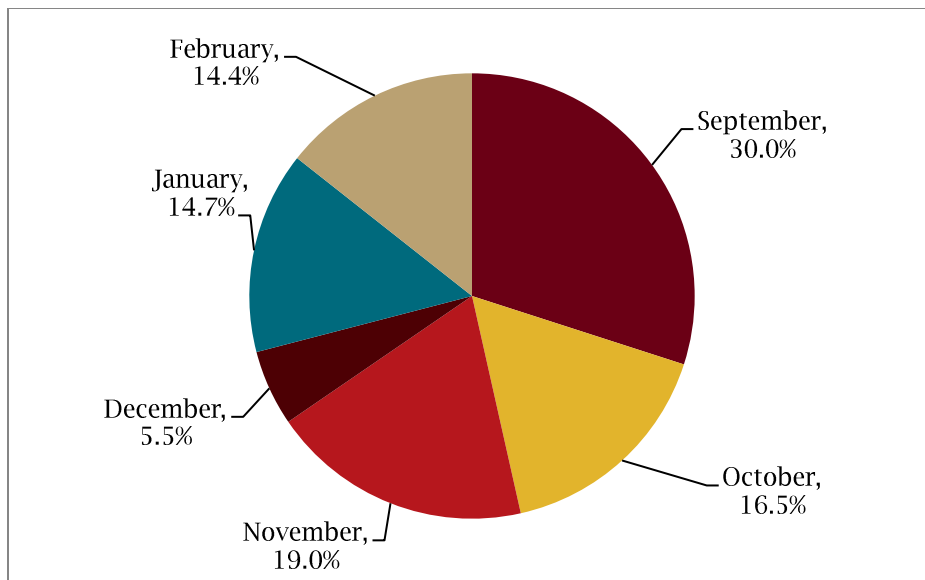
## QUESTIONNAIRES

For the visitor profile survey, an onsite questionnaire was developed, based on past research and with the assistance of Experience Burnsville. Questionnaire sections included trip reason, spending, activities, accommodations, transportation, group composition, planning and information sources, and basic demographics (Appendix A).

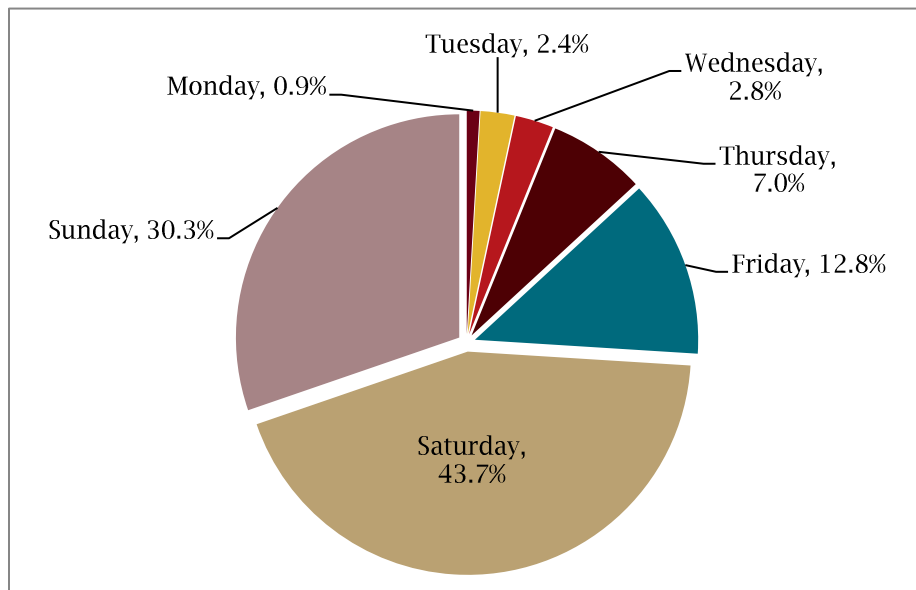
For the non-visitor online survey, a questionnaire was developed using Qualtrics®, based on past research and discussions with Experience Burnsville. Questionnaire sections were similar to those of the visitor profile survey but also included a series of questions asking respondents about their impression of Burnsville, why they did not visit, and what would entice them to (Appendix B).

## RESPONSE RATE OF VISITOR PROFILE SURVEY

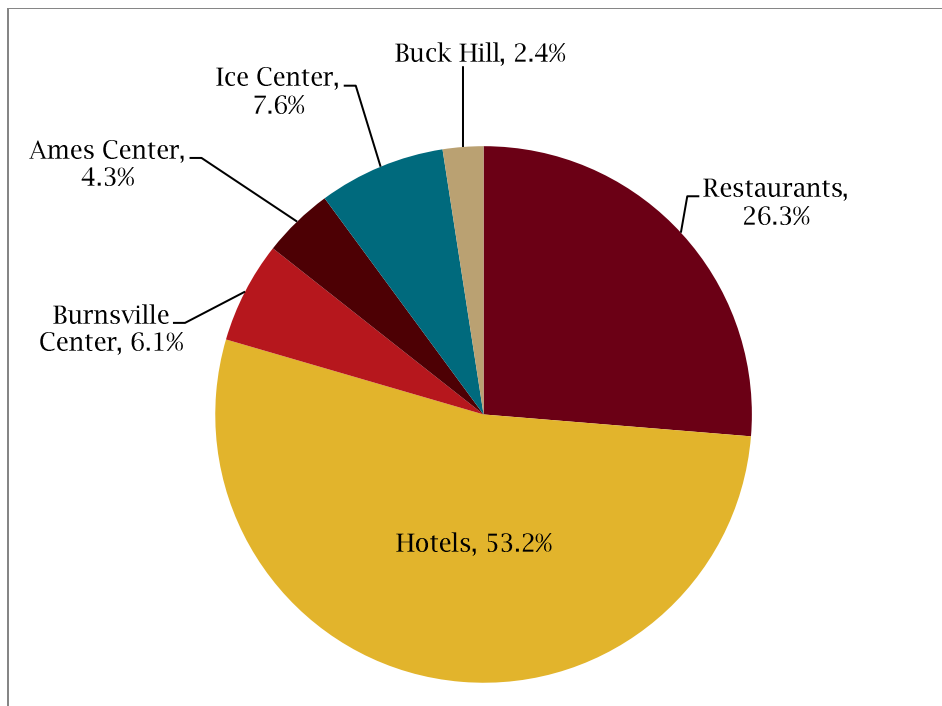
During the two seasons, surveyors obtained a total of 234 questionnaires from eligible visitors. Close to one-third of respondents (30 percent) were contacted in September, 19 percent in November, and around 15 percent in each of October, January, and February (Figure 3). Over 40 percent of respondents were contacted on Saturdays, another 30 percent on Sundays, and 13 percent on Fridays (Figure 4). Over half of respondents completed the questionnaire while in a lodging facility, while another 26 percent did in a restaurant (Figure 5).



**Fig. 3:** Month respondents completed Burnsville visitor profile survey (n=234)



**Fig. 4:** Day of the week respondents completed Burnsville visitor profile survey (n=234)



**Fig. 5:** Location where respondents completed Burnsville visitor profile survey (n=234)

## ANALYSIS

For both surveys, completed questionnaires were entered, cleaned, and checked in SPSS (version 24.0), a social science statistical analysis software. Analysis provided frequencies, means, medians, and standard deviations to describe the sample and provide information on variables of interest. A trade area analysis was conducted to create a customized trade area, based on the primary residence of visitors.

## RESULTS

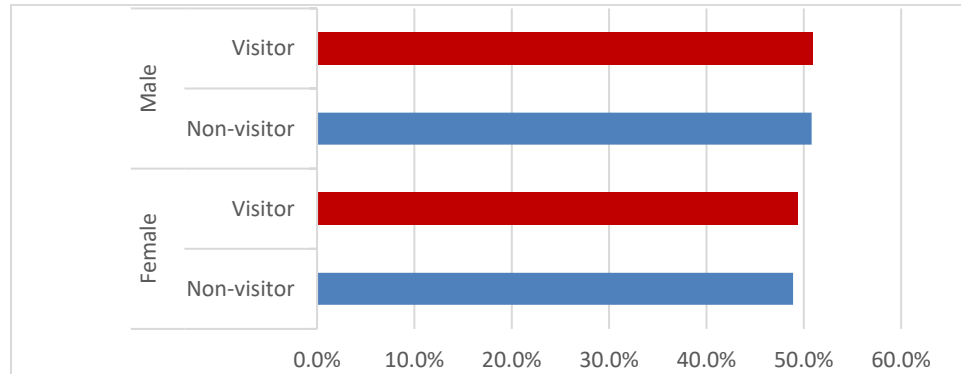
### RESPONDENTS

#### Demographics

For both visitor and non-visitor surveys, about 51 percent of respondents were male and 49 percent were female (Figure 6). The average age of visitor survey respondents was 48 years ( $M=48.2$ ,  $Mdn=50$ ,  $SD=15.4$ <sup>1</sup>), while the average age of non-visitor survey respondents was 40 years ( $M=40.2$ ,  $Mdn=35$ ,  $SD=15.9$ ). Approximately 17 percent of visitors were in the 18–30 and 31–40 age groups each, while 35 percent of non-visitors were in the 18–30 age group and 27 percent were in the 31–40 age group (Figure 7). Among visitors, 26 percent were in the 51–60 age group and 16 percent in the 61–70 group. Among non-visitors, 12.3 percent were between 51 and 60 years old, and 9 percent were between 61 and 70.

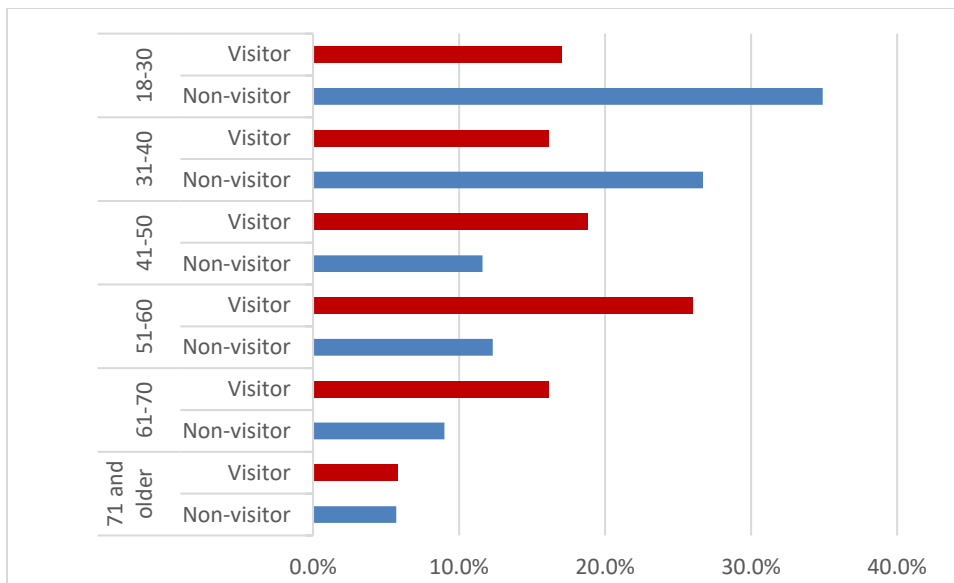
In terms of household income, 22 percent of visitors reported a family income in the \$50,001–\$75,000 bracket, while 14 percent of non-visitors did. About 16 percent of visitors had a family income in the \$75,001–\$100,000 bracket compared to 27.6 percent of non-visitors (Figure 8). Eleven percent of visitors were in the \$100,001–\$125,000 bracket, and 15 percent of non-visitors were. Lastly, 13 percent of visitors had a family income higher than \$175,000, while 7.5 percent of non-visitors did.

Education-wise, about 10 percent of visitors and non-visitors graduated from high school, about 16 percent had some college education or have an associate's degree, and a little over 30 percent had a college degree (Figure 9). Over twenty percent of visitors (21 percent) and non-visitors (28 percent) had postgraduate education.

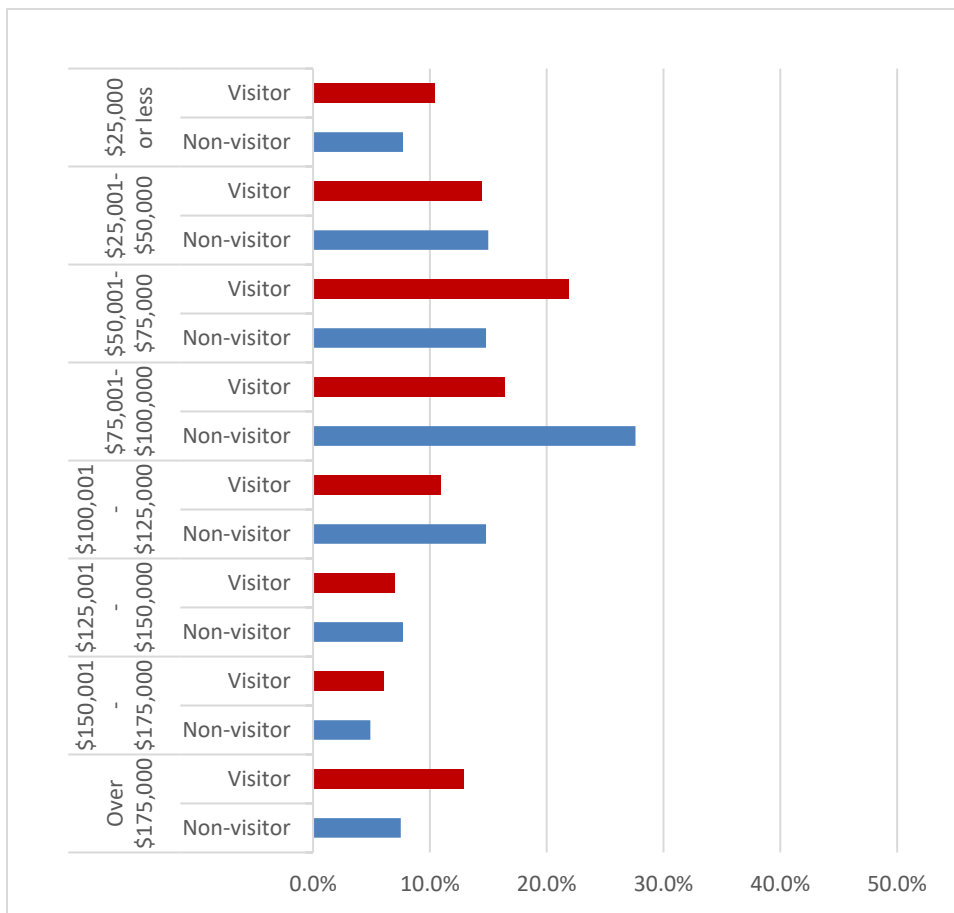


**Fig 6:** Gender of respondents to Burnsville visitor profile survey (n=222) and non-visitor online survey (n=423)

<sup>1</sup> M=mean, Mdn=Median, SD=Standard Deviation

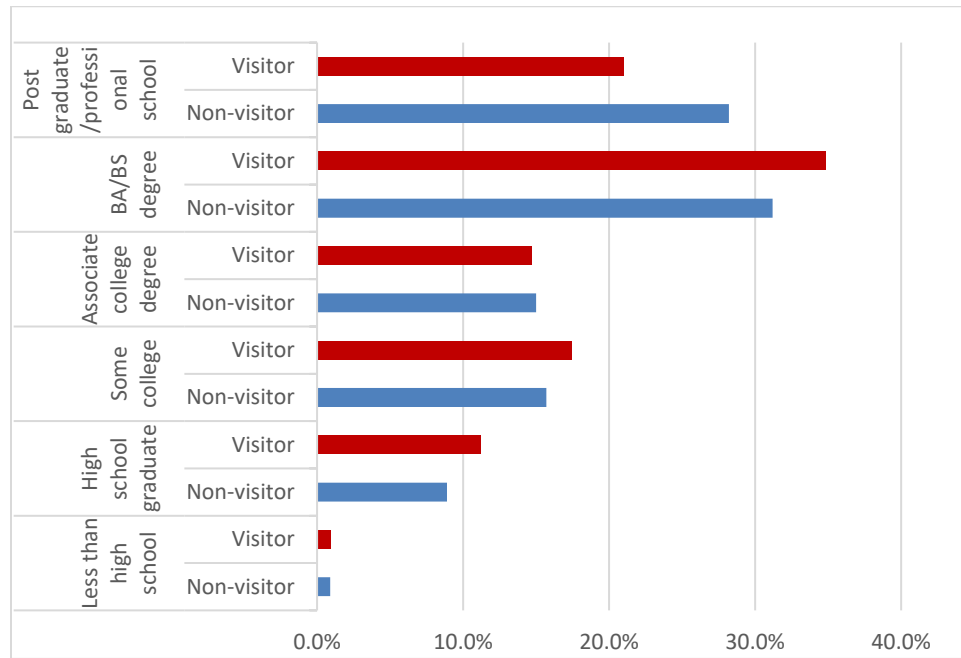


**Fig. 7:** Percentage of respondents in various age brackets, visitor profile survey (n=223) and non-visitor online survey (n=424)



**Fig. 8:** Percentage of respondents in pre-tax income groups, visitor profile survey (n=201) and non-visitor online survey (n=427)





**Fig. 9:** Education level of respondents to visitor profile survey (n=224) and non-visitor online survey (n=426)

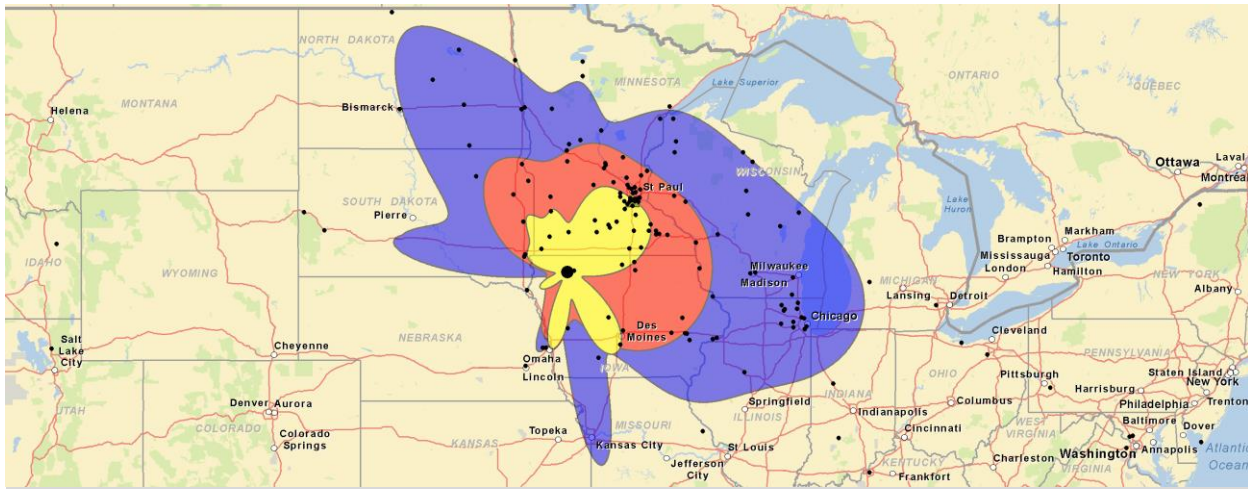
### Primary residence

Burnsville visitors were mostly concentrated in Minnesota and the upper Midwest, as indicated by a centroid analysis of zip codes for respondents' primary residence (Figure 10). Specifically, 14.48 percent of visitors came from Minnesota, followed by 4.31 percent from Wisconsin and 3.52 percent from Iowa (Table 1).

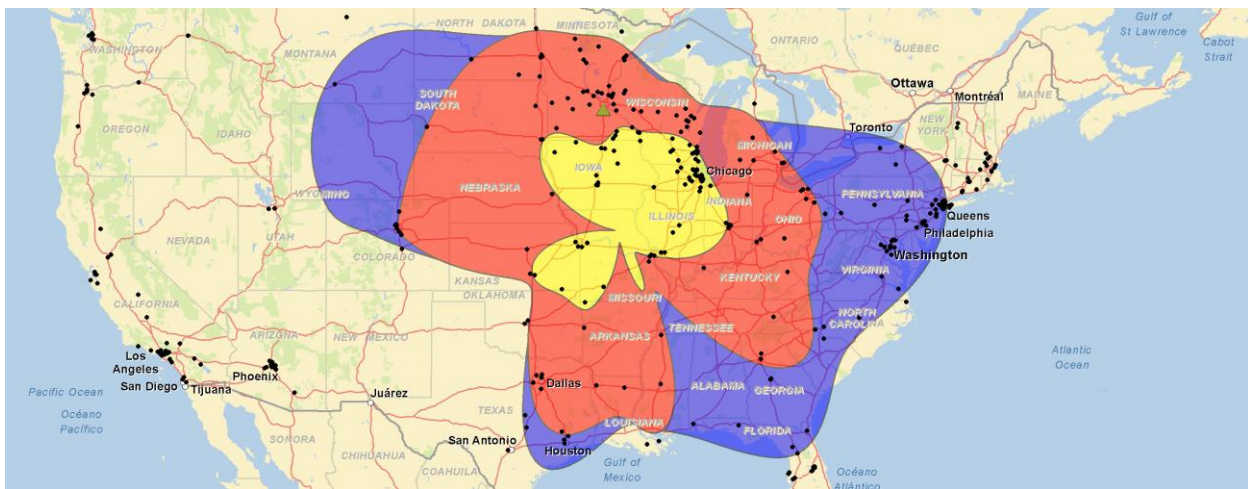
Non-visitors, on the other hand, had a wider distribution than visitors did (Figure 11). Specifically, 10.85 percent of non-visitors came from California, 9.43 percent from New York, 9.43 percent from Illinois, 8.73 percent from Wisconsin, and 7.78 percent from Minnesota (Table 1).

**Table 1:** Primary place of residence of Burnsville visitor profile survey (n=240) and non-visitor online survey (n=422).

Top 5 states			
Visitors	Percent (%)	Non-visitors	Percent (%)
Minnesota	14.48	California	10.85
Wisconsin	4.31	New York	9.43
Iowa	3.52	Illinois	9.43
Illinois	2.54	Wisconsin	8.73
North Dakota	2.35	Minnesota	7.78



**Fig. 10:** Trade area of Burnsville visitor profile respondents (n=240)



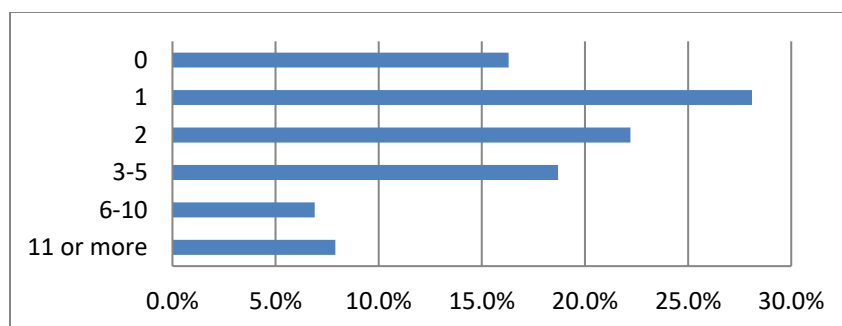
**Fig. 11:** Trade area of Burnsville non-visitor online survey respondents (n=422)

### Past visitation by respondents to the visitor profile survey

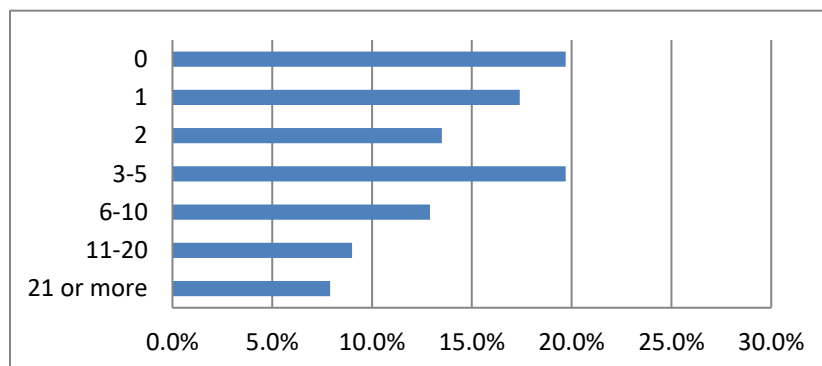
Burnsville visitors made a median of two visits to the area in the past 12 months and a median of two visits in the past five years (Table 2). Specifically, 69 percent of visitors made between one and five trips to Burnsville in the past 12 months (Figure 12), and 63.5 percent made between one and 10 visits in the past five years (Figure 13).

**Table 2:** Descriptive statistics of past visitation by respondents to Burnsville visitor profile survey

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=203)	4.1	2.0	8.6
Number of visits in past 5 years (n=178)	7.2	2.0	12.3



**Fig. 12:** Number of visits in the past 12 months by respondents to Burnsville visitor profile survey (n=203)

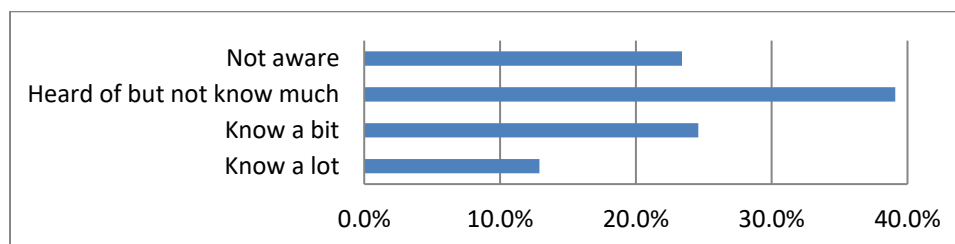


**Fig. 13:** Number of visits in the past five years by respondents to Burnsville visitor profile survey (n=178)

## IMPRESSION OF BURNSVILLE AMONG NON-VISITORS

### Awareness of Burnsville

About 37 percent of non-visitors knew either a little or a lot about Burnsville (Figure 14). Close to 40 percent had heard of Burnsville but did not know much about it, and 23.4 percent were not aware of Burnsville.



**Fig. 14:** Awareness of Burnsville among non-visitor online survey respondents (n=427)

Impression of Burnsville

Among non-visitors who knew a little or a lot about Burnsville, 70 percent thought it was friendly and 51.3 percent thought it was clean (Figure 15). Close to 40 percent regarded Burnsville as safe (39.7 percent) and having plenty of shopping options (37.5 percent). A little over 30 percent thought Burnsville had high quality parks and trails, while 22.8 percent thought its location was convenient.

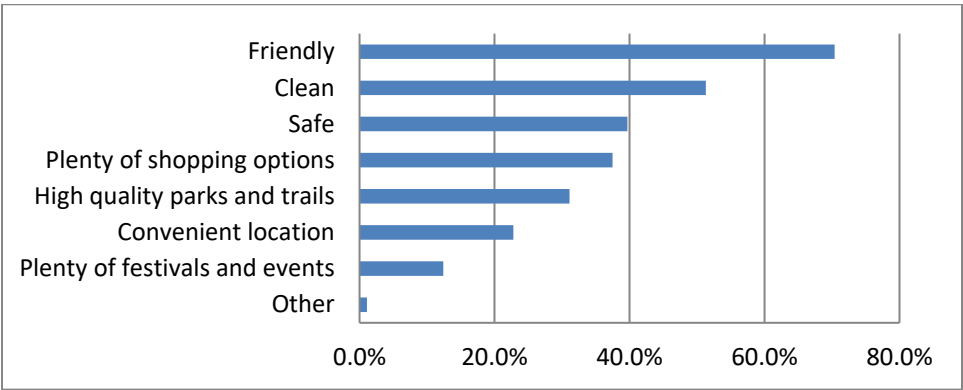


Fig. 15: Impression of Burnsville among non-visitor online survey respondents (n=267)  
Note: Only those who knew a bit or a lot about Burnsville answered this question.

Reasons for not visiting Burnsville

Among non-visitors who knew a little or a lot about Burnsville, 52.8 percent did not visit Burnsville during their trip because their schedule was already full, and 22 percent did not visit because Burnsville was too far away from either downtown (Figure 16). About 14 percent did not visit because of limited lodging choices (13.9 percent) or lack of transportation (13.9 percent). Close to 10 percent did not visit because they did not know what to do in Burnsville (9.4 percent) or there was a perceived lack of children-friendly activities (9.0 percent).

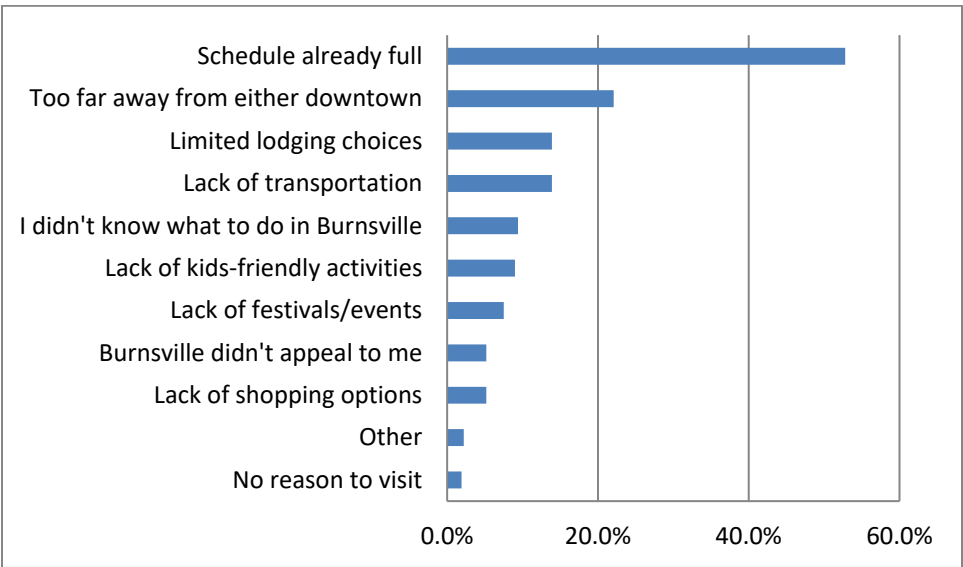
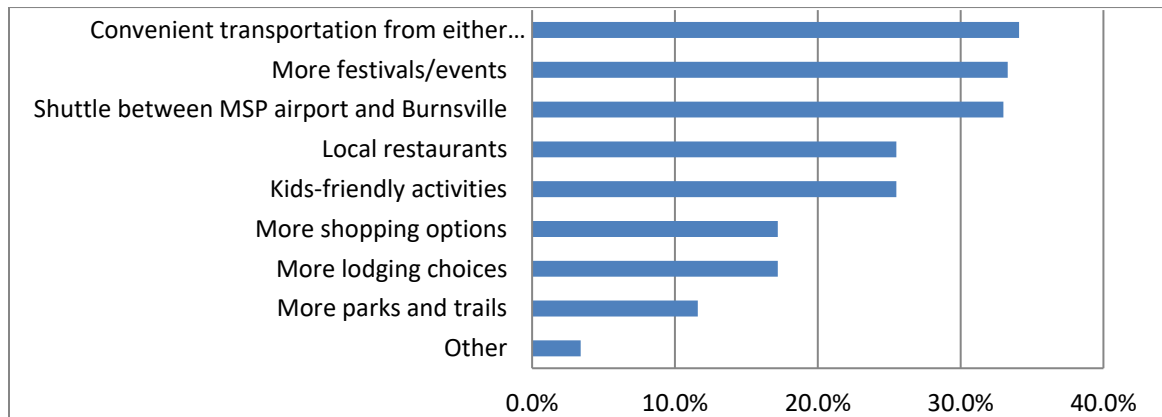


Fig. 16: Reasons for not visiting Burnsville among non-visitor online survey respondents (n=267)  
Note: only those who knew a bit or a lot about Burnsville answered this question

### What would entice non-visitors to Burnsville

Non-visitors who knew a little or a lot about Burnsville were asked what would entice them to visit. About 33 percent identified the following: (1) convenient transportation from either downtown (34.1 percent), (2) more festivals/events (33.3 percent), and (3) shuttle between the international airport and Burnsville (33.0 percent; Figure 17). About 25 percent cited local restaurants (25.5 percent) and children-friendly activities (25.5 percent), and about 17 percent cited more shopping options (17.2 percent) and more lodging choices (17.2 percent) and more parks and trails (11.2 percent).

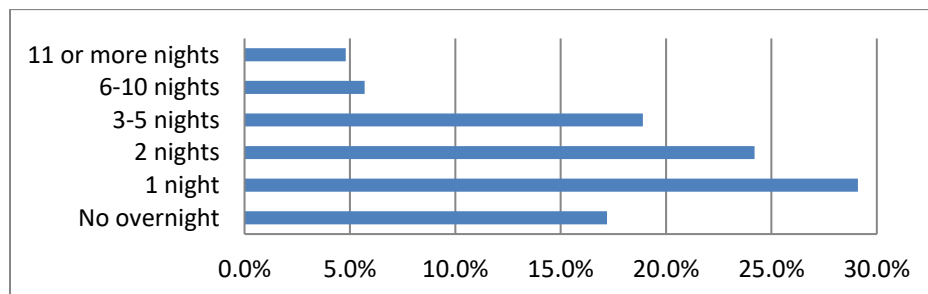


**Fig. 17:** Factors that would entice non-visitor online survey respondents to Burnsville (n=267)  
*Note: only those who know a bit or a lot about Burnsville answered this question.*

### TRIP INFORMATION

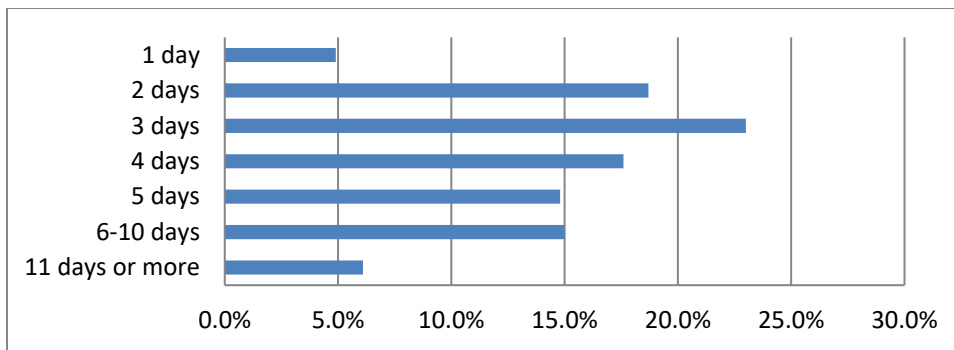
#### Trip duration

Close to 30 percent of visitors spent one night in Burnsville, and another 24.2 percent spent two nights (Figure 18). While 18.9 percent of visitors spent three to five nights in Burnsville, another 17.2 percent did not stay overnight.



**Fig. 18:** Number of nights spent in Burnsville by visitor profile survey respondents (n=227)

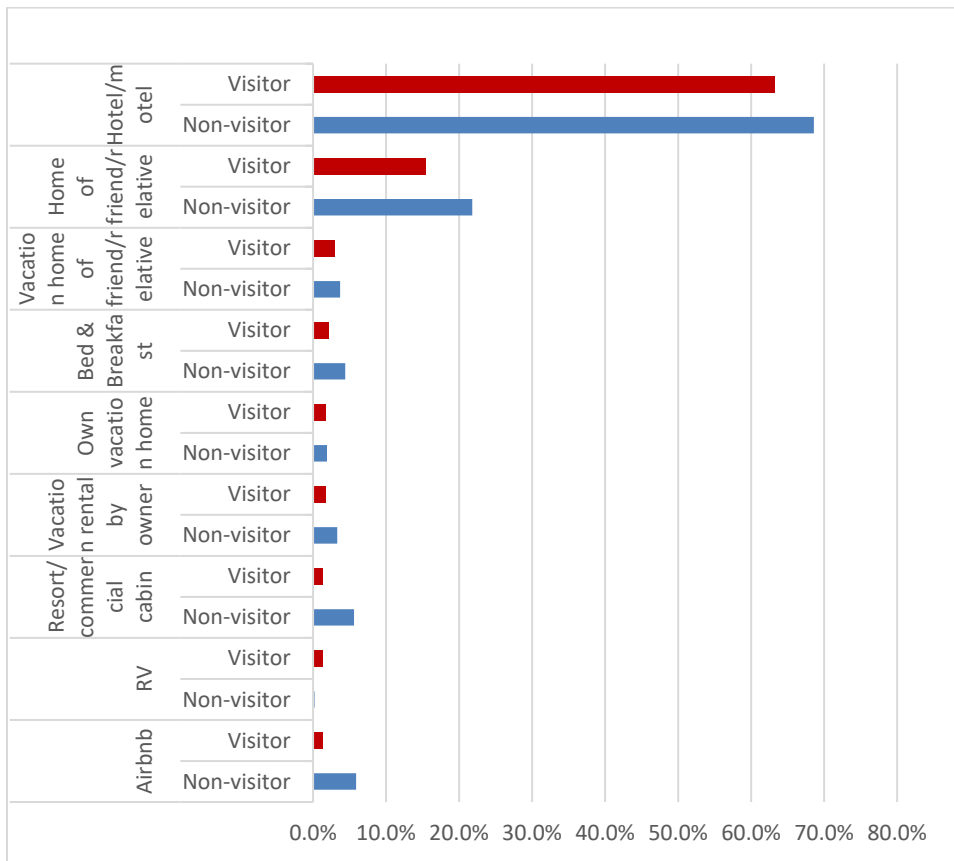
Among non-visitors, 41.7 percent spent two or three days on the entire trip, and another 32.4 percent spent four or five days (Figure 19). Only 4.9 percent spent one day on the trip.



**Fig. 19:** Total number of nights spent on entire trip by non-visitor online survey respondents (n=427)

## Lodging

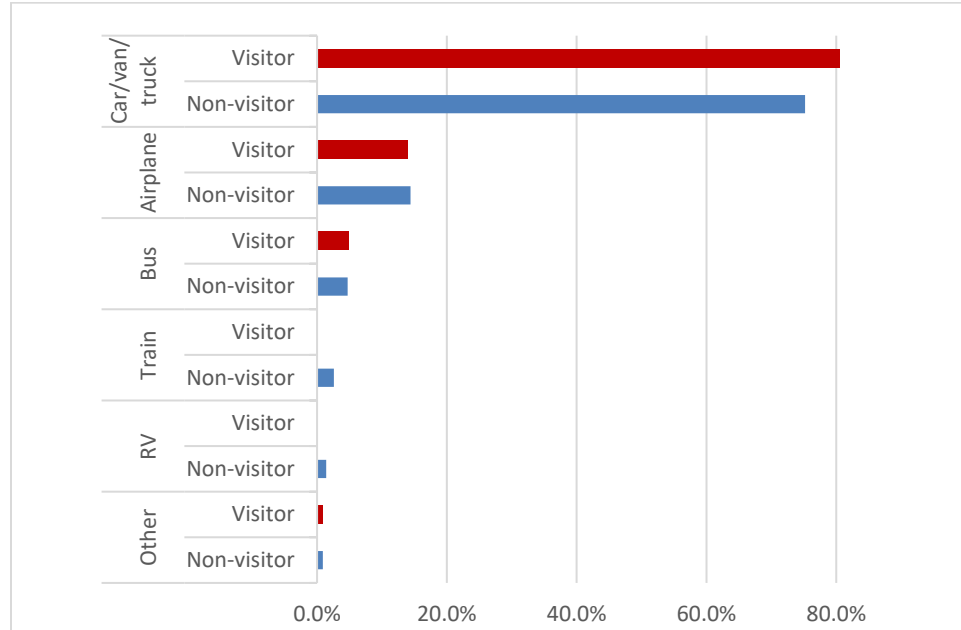
More than 60 percent of visitors and close to 70 percent of non-visitors stayed overnight in hotels/motels (Figure 20). About 15 percent of visitors stayed with friends or relatives, while 21.8 percent of non-visitors did. And while only 1.3 percent of visitors stayed overnight in resorts or commercial cabins, 5.6 percent of non-visitors did. Lastly, 1.3 percent of visitors used Airbnb for their trips, while 5.9 percent of non-visitors did.



**Fig. 20:** Lodging facilities used by respondents to the visitor profile survey (n=234) and non-visitor online survey (n=427)

## Transportation

About 80 percent of visitors arrived in Burnsville by automobile, and 75.2 percent of non-visitors arrived in the Twin Cities area by automobile (Figure 21). About 14 percent of visitors and non-visitors arrived at their respective destination by airplane. While no visitors arrived in Burnsville by either train or RV, 2.6 percent of non-visitors arrived in the Twin Cities by train and another 1.4 percent by RV.



**Fig. 21:** Primary mode of transportation by respondents to the visitor profile survey (n=231) and non-visitor online survey (n=423)

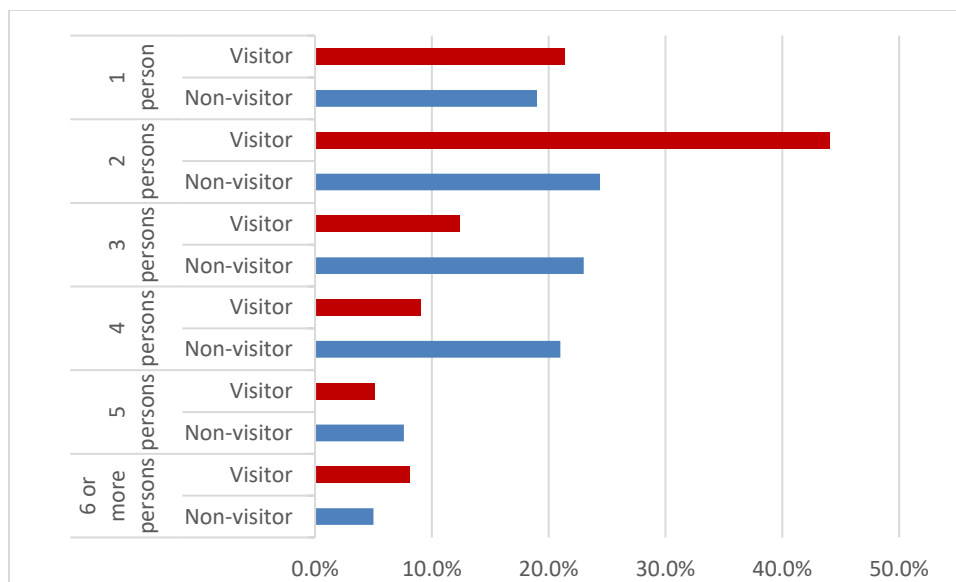
## Group composition and size

The average travel party size of visitors was close to three while that of non-visitors was a little over three (Table 3). Additionally, visitors' travel party size varied much more than that of non-visitors, given the larger standard deviation from the visitor profile survey.

**Table 3:** Descriptive statistics of travel party size by respondents to the visitor profile survey (n=234) and non-visitor online survey (n=422)

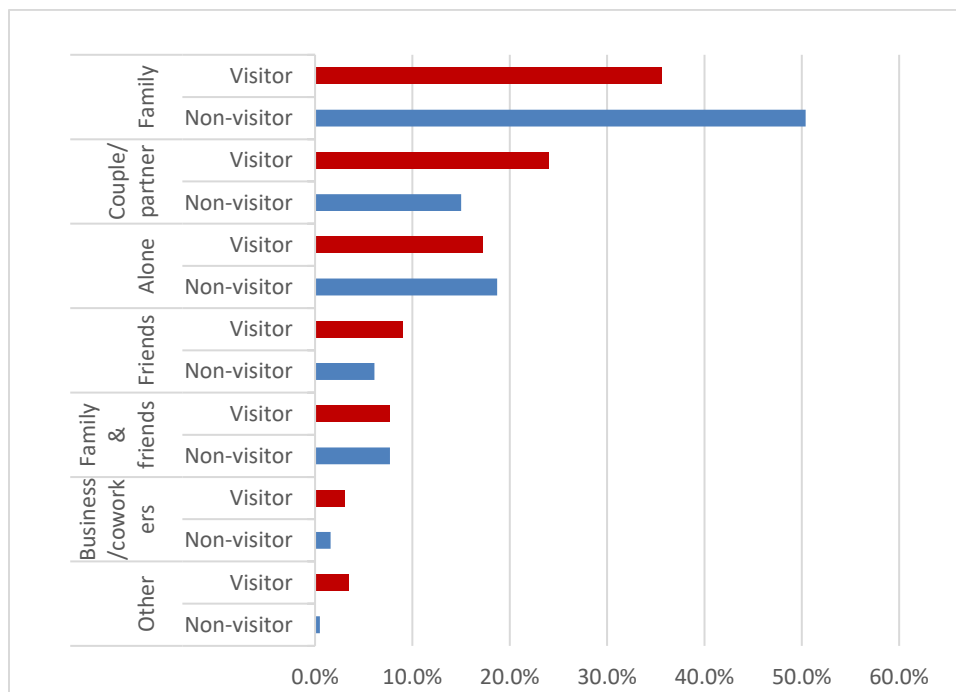
	Mean	Median	Standard Deviation
Visitor profile survey (n=234)	2.97	2.0	3.37
Non-visitor online survey (n=422)	3.10	3.0	2.60

More specifically, 44 percent of visitors traveled in groups of two, while 24.4 percent of non-visitors did (Figure 22). About 10 percent of visitors traveled in groups of three (12.4 percent) or four (9 percent), while over 20 percent of non-visitors traveled in groups of three (23 percent) or four (21 percent).



**Fig. 22:** Travel party size of respondents to the visitor profile survey (n=234) and non-visitor online survey (n=422)

In terms of travel party type, 35.6 percent of visitors traveled with family, while 50.4 percent of non-visitors did (Figure 23). Twenty-four percent of visitors traveled as a couple or with a partner, while 15 percent of non-visitors did. These results are not surprising, given visitors' tendency to travel in groups of two and non-visitors' tendency to travel in groups of three or four.

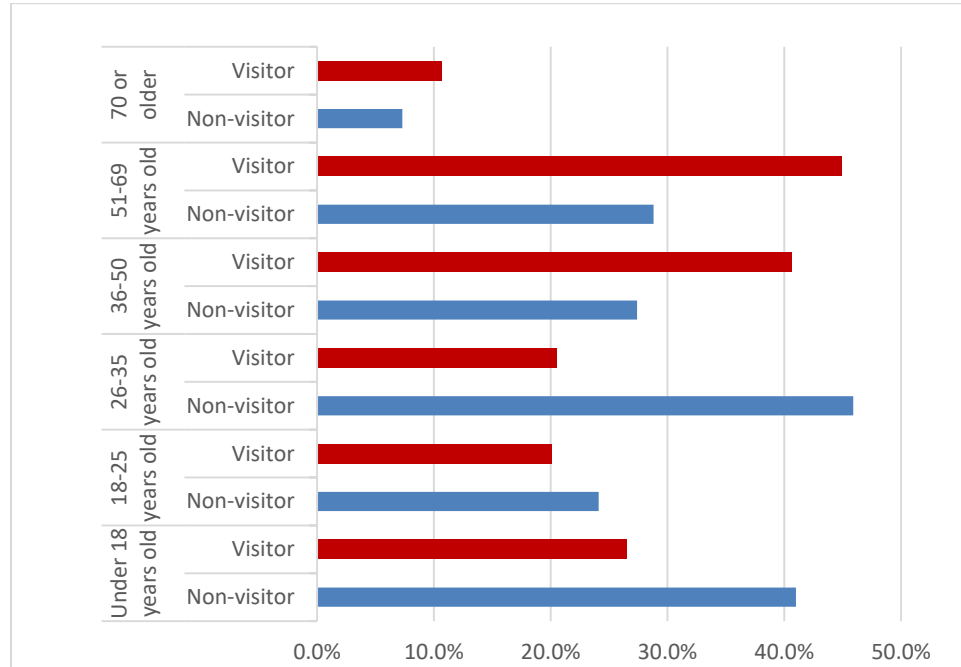


**Fig. 23:** Travel party type of respondents to the visitor profile survey (n=233) and non-visitor online survey (n=427)

A little over 25 percent of visitors (26.5 percent) traveled with children under 18 years old, while 41 percent of non-visitors did (Figure 24). Close to half of non-visitors (45.9 percent) had travel



companions with ages between 26 and 35, while 20.5 percent of visitors did. Meanwhile, about 28 percent of non-visitors had travel companions with ages between 36 and 50 (27.4 percent) or between 51 and 69 (28.8 percent), while a little over 40 percent of visitors did.



**Fig. 24:** Age groups included in respondents' travel party, visitor profile survey (234) and non-visitor online survey (n=427)

### Visitor spending

Both visitors and non-visitors spent the most on lodging, followed by restaurants, shopping, transportation, and recreation (Table 4). Specifically, the average visitor spent approximately \$75 on lodging, about \$39 on restaurants, \$34 on shopping, \$22 on transportation, and \$11 on recreation. The average non-visitor spent about \$136 on lodging, \$89 on restaurants, \$86 on shopping, \$52 on transportation, and \$43 on recreation. The average total of personal spending within a 24-hour period was \$192 among visitors and \$456 among non-visitors.

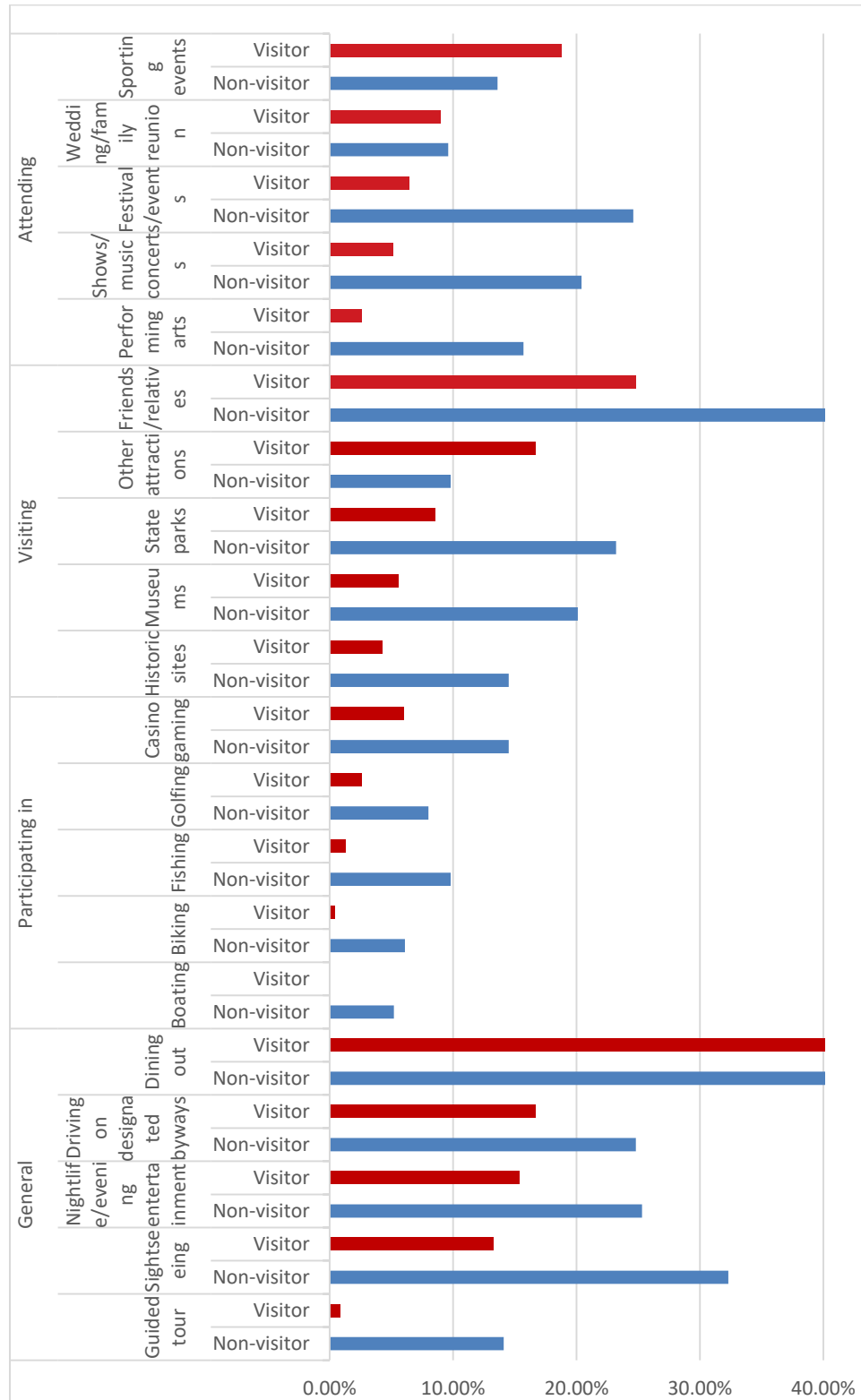
**Table 4:** Descriptive statistics of spending per person per day in various categories by respondents to visitor profile survey (n=217) and non-visitor online survey (n=352)

	Mean (Standard deviation)	
	Visitor (dollars)	Non-visitor (dollars)
Lodging	75.4 (165.9)	135.6 (205.7)
Restaurant	38.9 (23.3)	89.4 (153.1)
Shopping	33.9 (98.9)	86.5 (249.0)
Transportation	21.6 (56.7)	52.5 (106.3)
Recreation	10.8 (52.0)	42.7 (121.0)
Groceries	7.3 (41.0)	27.3 (73.3)
Miscellaneous	4.4 (19.6)	22.1 (88.2)
Total	192.4 (311.7)	456.2 (675.2)

## TRIP ACTIVITIES

Among visitors, 86.8 percent dined out and 24.8 percent visited friends and/or relatives (Figure 25). At least 15 percent attended sporting events (18.8 percent), visited attractions (16.7 percent), drove on designated scenic byways (16.7 percent), and participated in nightlife/evening entertainment (15.4 percent).

Among non-visitors, 82.4 percent dined out, 43.8 percent visited friends and/or relatives, and 32.3 percent participated in sightseeing. At least 20 percent participated in nightlife/evening entertainment (25.3 percent), drove on designated scenic byways (24.8 percent), attended festivals/events (24.6 percent), visited state parks (23.2 percent), attended shows and/or music concerts (20.4 percent), and visited museums (20.1 percent).

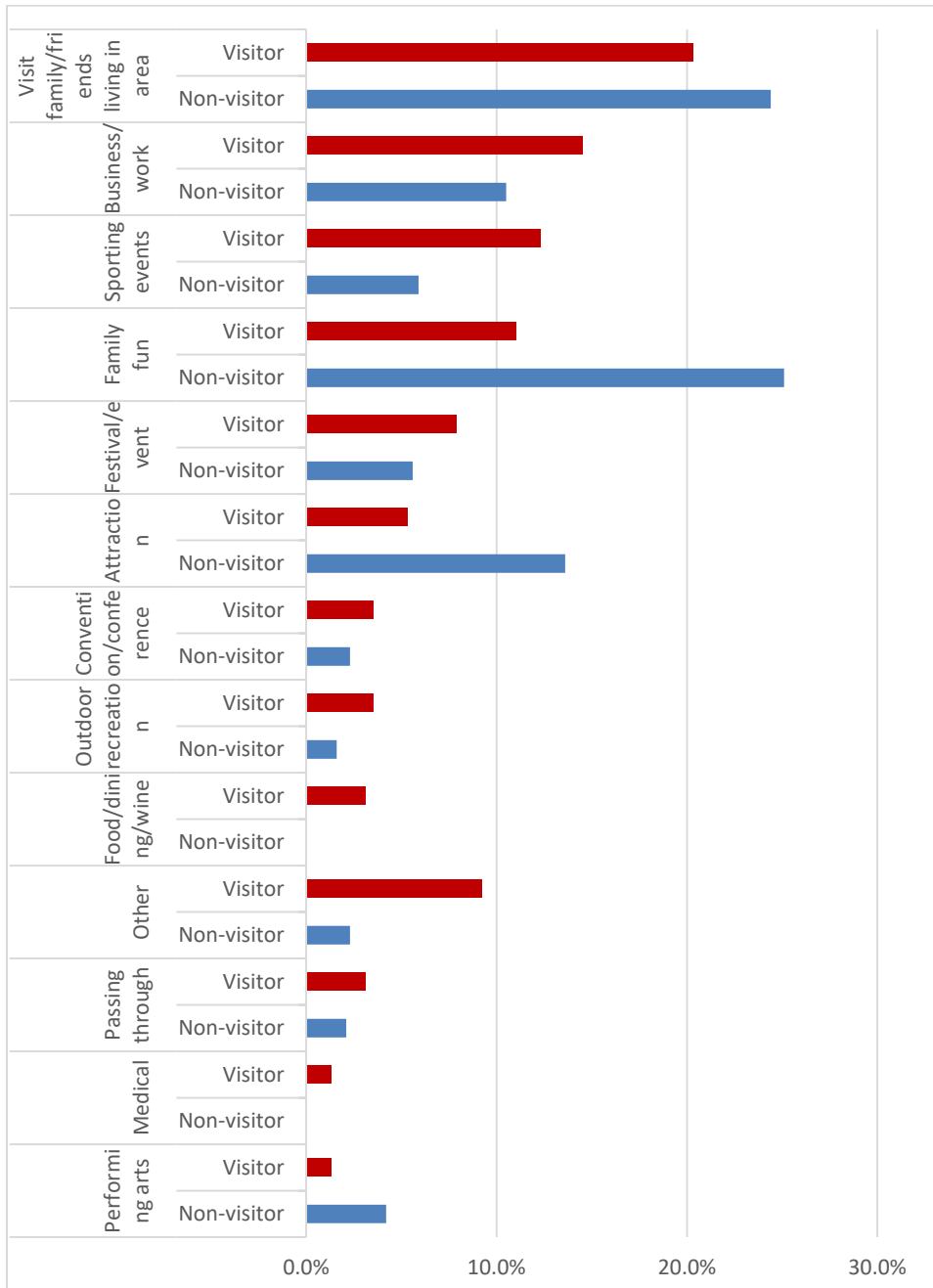


**Fig. 25: Activities respondents participated in, visitor profile survey (n=234) and non-visitor online survey (n=427)**  
*Note: Activities with fewer than a 5 percent participation rate in both surveys were excluded.*

## TRIP PURPOSE AND PLANNING

### Primary reason for making trip

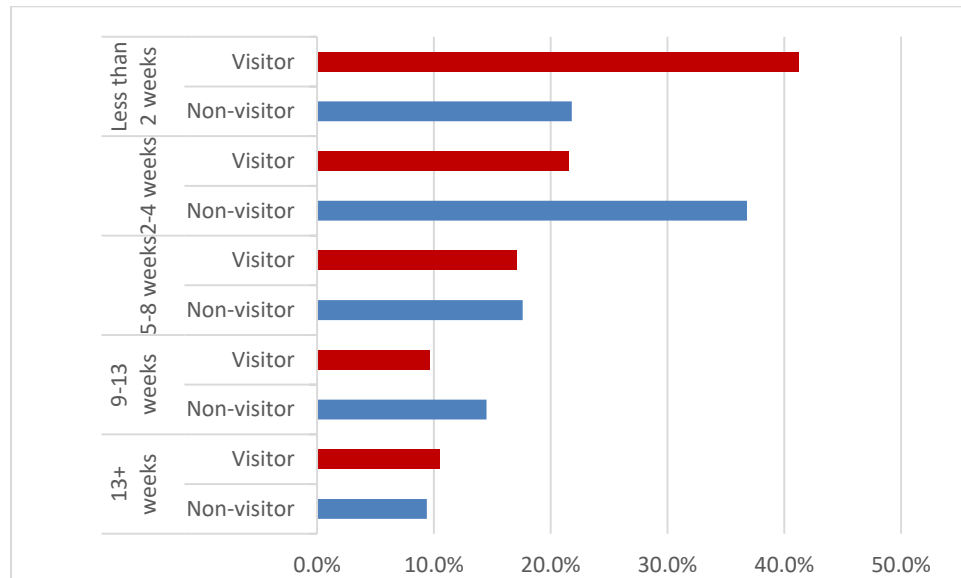
Among visitors, the top four reasons for visiting Burnsville included visiting family/friends who live in the area (20.3 percent), business/work (14.5 percent), attending sport events (12.3 percent), and family fun (11 percent; Figure 26). Among non-visitors, the top four reasons for visiting the Twin Cities Metro Area included family fun (25.1 percent), visiting family/friends who live in the area (24.4 percent), attractions (13.6 percent), and business/work (10.5 percent).



**Fig. 26:** Primary reason for making the trip among respondents to visitor profile survey (n=227) and non-visitor online survey (n=427)

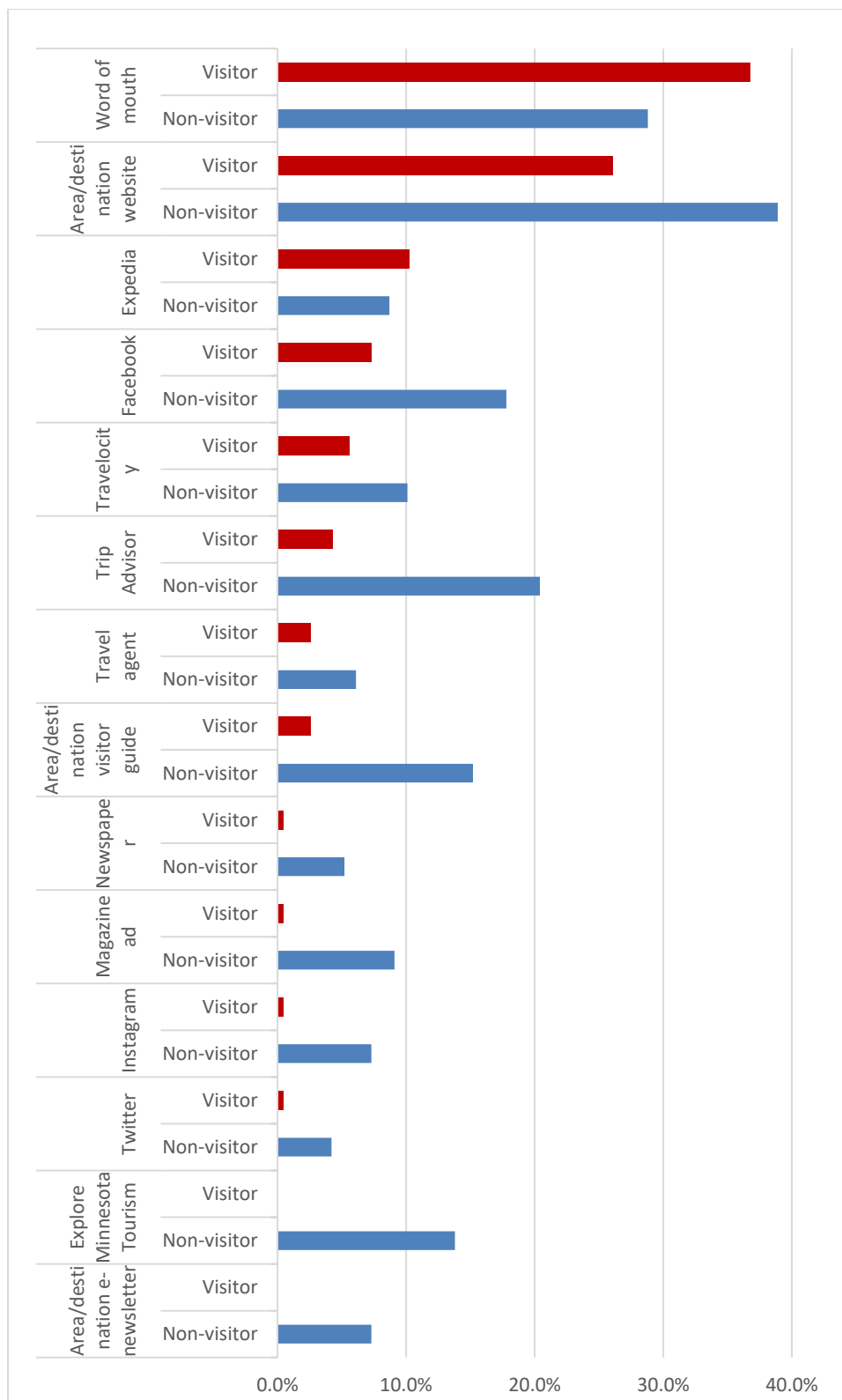
### Trip planning timeframe and information sources

Overall, both visitors and non-visitors tended to plan their trip within a month of departure (Figure 27). Specifically, 41.2 percent of visitors planned their trip less than two weeks in advance, while 21.8 percent of non-visitors did so. Meanwhile, 21.5 percent of visitors planned their trip two to four weeks in advance, while 36.8 percent of non-visitors did.



**Fig. 27:** Trip planning timeframe among respondents to visitor profile survey (n=228) and non-visitor online survey (n=427)

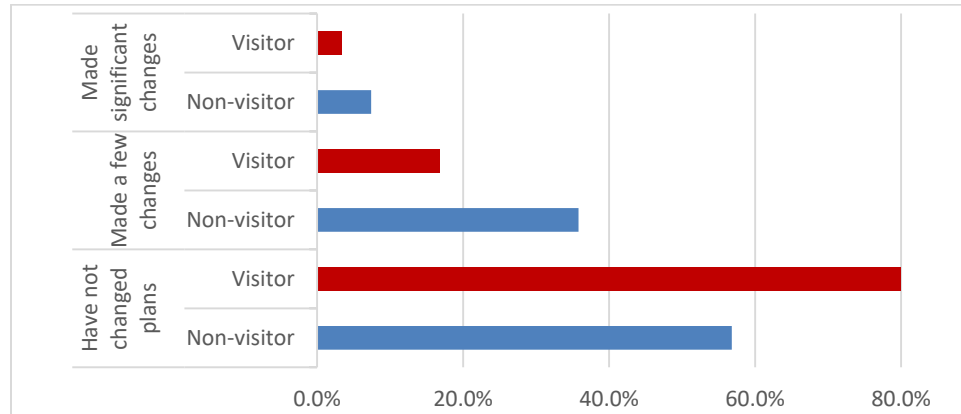
In terms of information sources used to plan their trip, visitors were most likely to use word of mouth (36.8 percent), area/destination website (26.1 percent), and Expedia (10.3 percent; Figure 28). Among non-visitors, the most frequently used information sources included area/destination website (38.9 percent), word of mouth (28.8 percent), Trip Advisor (20.4 percent), Facebook (17.8 percent), area/destination visitor guide (15.2 percent), and Explore Minnesota Tourism (13.8 percent).



**Fig. 28:** Information sources used by respondents to visitor profile survey (n=234) and non-visitor online survey (n=427). *Note:* Only those with at least a 5 percent usage rate in either survey were included.

### Impact of social media during trip

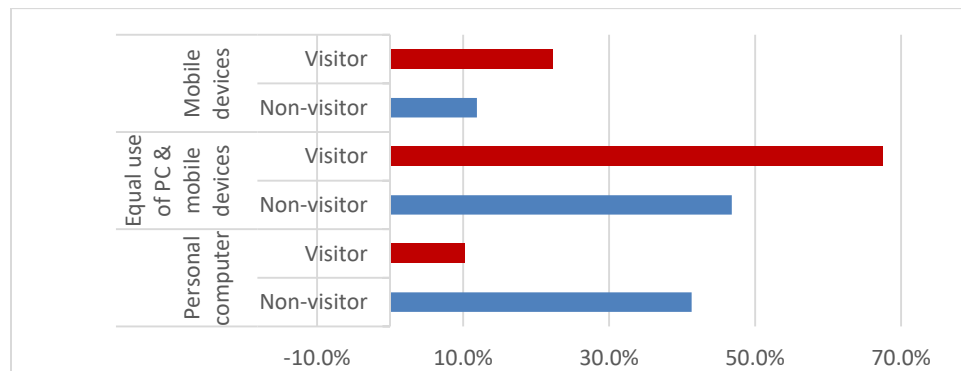
A majority of visitors (79.9 percent) did not change their original travel plans based on information found on social media (Figure 29). About 17 percent indicated making minor changes, and only 3.3 percent made significant changes. Among non-visitors, 56.8 percent kept their original travel plans, 35.8 percent made a few changes based on information found on social media, and 7.4 percent made significant changes.



**Fig. 29:** Impact of social media on original travel plans among respondents to visitor profile survey (n=214) and non-visitor online survey (n=366)

### Sharing information about the trip

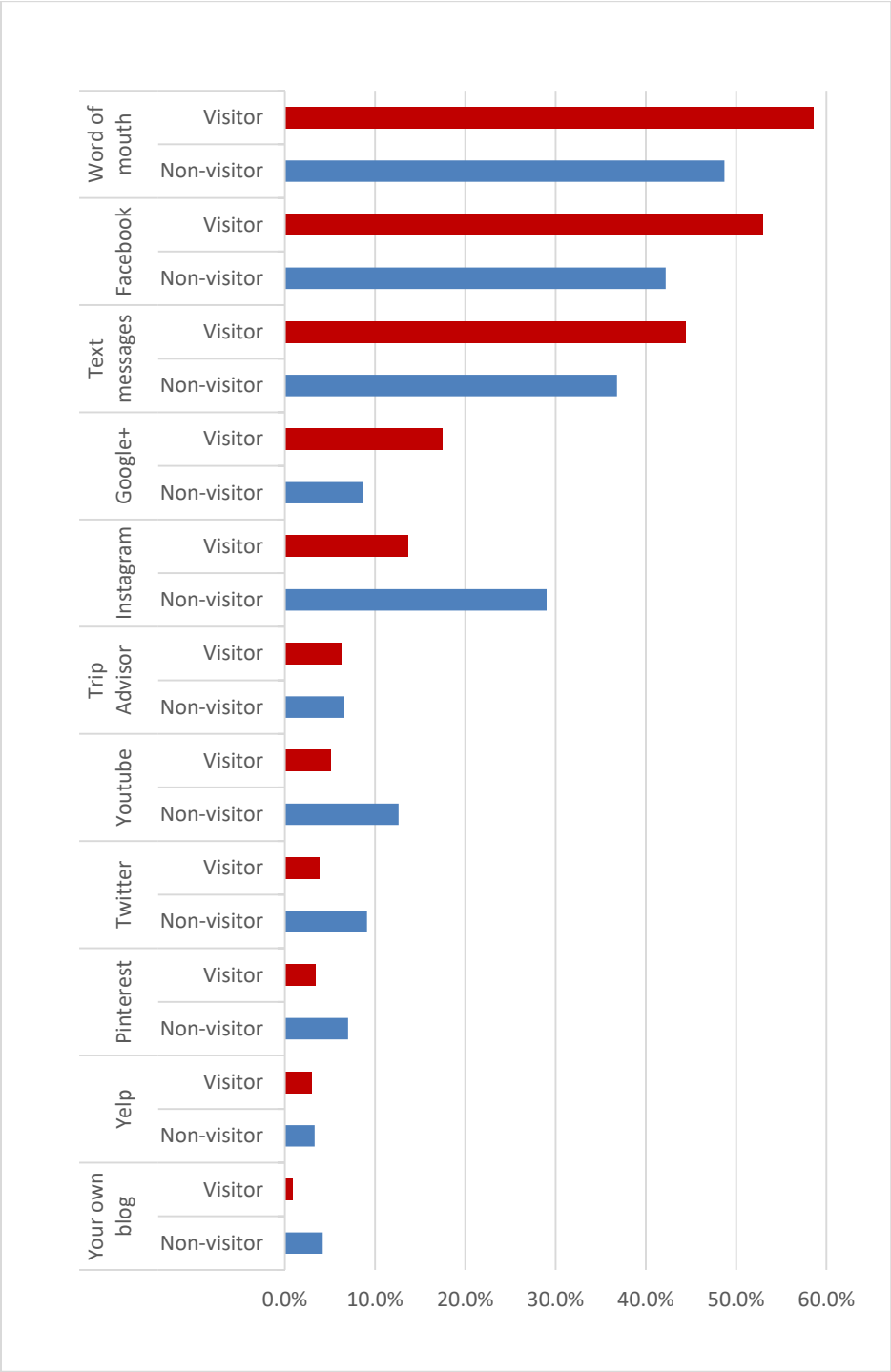
As far as information sharing is concerned, two-thirds of visitors (67.4 percent) indicated the equal use of both a personal computer and mobile devices (Figure 30). A little over 20 percent of visitors (22.3 percent) would use mobile devices more, and 10.2 percent would use a personal computer more. Among non-visitors, 46.8 percent would use both a personal computer and mobile devices with equal frequency, 41.3 percent would use a personal computer more, and 22.3 percent would use mobile devices more.



**Fig. 30:** Devices used to share trip information by respondents to visitor profile survey (n=215) and non-visitor online survey (n=404)

In terms of information sharing mediums, over half of visitors would use word of mouth (58.5 percent) and Facebook (53 percent), and 44.4 percent would use text messages (Figure 31). Over 10 percent of visitors would use Instagram (13.7 percent) and Snapchat (10.3 percent). Among non-

visitors, over 40 percent would use word of mouth (48.7 percent) and Facebook (42.2 percent). Over one-third of non-visitors would also use text messages (36.8 percent), followed by Instagram (29 percent) and YouTube (12.6 percent).



**Fig. 31:** Information sharing sources used by respondents to visitor profile survey (n=234) and non-visitor online survey (n=427)

*Note:* Only those with at least a 5 percent usage rate in either survey were included.



## DISCUSSION

Focusing on the demographics, spending, trip characteristics, and behaviors of Burnsville visitors and non-visitors, the following section discusses the implications of project findings.

### Visitor and non-visitor characteristics

Overall, Burnsville visitors tended to be older compared to both respondents to the non-visitor online survey and those to the 2012 Twin Cities Metro Area summer visitor profile survey. A higher percentage of Burnsville visitors than non-visitors also had a family income over \$175,000. This is understandable, as Burnsville visitors tended to be older and more likely to be on a business trip. This result is also encouraging, as it presents the potential to capture more visitor spending. Non-visitors, on the other hand, tended to have an income between \$75,000 and \$125,000 and be millennials with a graduate degree. This finding is due partially to the sampling bias of online panels. At the same time, it also somewhat mirrored the findings of the 2012 Twin Cities Metro Area summer visitor profile survey.

In terms of place of origin, Burnsville visitors either came from other parts of Minnesota or other states in the upper Midwest. Non-visitors, however, had a much wider geographical distribution, covering both coasts (California and New York) and states in the upper Midwest.

### Non-visitors' awareness and opinions of Burnsville

The awareness level of Burnsville is not high, as less than half of non-visitors knew a bit or a lot about Burnsville. Clearly, prospective visitors need to be educated on what the destination has to offer in terms of activities, restaurants, and other attractions.

Among non-visitors who knew a bit or a lot about Burnsville, the most frequently identified reason for not visiting Burnsville was “schedule already full.” While this may be true for those on short trips, over half of non-visitors spent three to five days on their trip. This finding presents an opportunity to attract these visitors to Burnsville.

The location of Burnsville may be another challenge to attracting visitors. Among reasons for not visiting Burnsville, 22 percent of non-visitors indicated being too far away from either downtown, and 14 percent identified lack of transportation. It is not surprising, then, that “convenient transportation from either downtown” and “shuttle between MSP airport and Burnsville” each was identified by one-third of non-visitors as factors that would entice them to visit Burnsville.

While Burnsville is not known for its festivals and events, a lack of them was not a main reason for not visiting. Offering more festivals and events, however, may pique travelers' interest in visiting Burnsville. Additionally, to entice more visitors to Burnsville, future marketing efforts should highlight the local restaurants and kid-friendly activities that Burnsville does offer.

### Trip information

Staying in a hotel is still the predominant choice of both visitors and non-visitors. Meanwhile, a higher percentage of non-visitors than visitors stayed with friends or relatives. This is encouraging news for Burnsville, as staying with friends or relatives means a traveler, presumably, did not incur lodging expenses. Moreover, a higher percentage of non-visitors than visitors used Airbnb, an online hospitality service. This is also encouraging news for Burnsville, as Airbnb currently does not collect taxes from hosts in the Minneapolis–St. Paul–Bloomington Metropolitan Area.

When it comes to travel party size and type, visitors were more likely to travel in two-person groups, while non-visitors were more likely to travel in three or four-person groups. Additionally, a higher percentage of visitors traveled with people between the ages of 36 and 69, while a higher

percentage of non-visitors traveled with people younger than 35, including those younger than 18. Findings related to travel party size and age of companions corresponds with travel party type, as visitors, who tended to be older, were more likely to travel as a couple or with partners. Non-visitors, on the other hand, tended to be younger and more likely to travel as a family.

In terms of spending, higher lodging expenses by non-visitors may be due to the cost of lodging options in Minneapolis and St. Paul. Higher spending on restaurants among non-visitors, however, indicates that travelers were willing to spend more on dining experiences. Given that “local restaurants” was identified as a factor that may entice non-visitors to visit Burnsville, it would be worthwhile to promote the local restaurants the city offers. Non-visitors also spent more on recreation than visitors, although visitors were more likely to choose outdoor recreation as their primary reason to take the trip. This finding presents an opportunity to identify ways of generating more recreational spending.

Among both visitors and non-visitors, visiting family/friends was the most frequently identified primary trip reason. A higher percentage of visitors than non-visitors traveled for business or sporting events. At the same time, visitors, compared with non-visitors, were less likely to participate in various kinds of activities during their trip. Knowing this information, it would be worthwhile to consider how to engage visitors in more activities, thus generating more spending. A good starting point is to identify the assets Burnsville currently offers to highlight existing activities and to develop ideas for new ones. It will also be important to inform local residents of the activities available for visiting family and friends.

### **Trip planning and sharing**

Visitors tended to plan their trips less than two weeks in advance. This may be challenging for destination marketing organizations, as it can be difficult to influence last-minute decisions. Additionally, as visitors are more likely to receive word-of-mouth travel information, high-quality customer service is very important. Among the many information sources listed, visitors were less likely to use any of them, except for word of mouth. Specifically, no visitor used Explore Minnesota Tourism (EMT) or an area/destination e-newsletter as information sources. If Burnsville posts information on the EMT website and has an e-newsletter, it may be worthwhile to assess these two information sources in terms of content, delivery frequency, and e-newsletter recipients.

Visitors were less likely than non-visitors to change their travel plans due to online content. This is encouraging, as interactions with visitors while taking trips requires a lot of work by destination marketing organizations.

Lastly, visitors were more likely to use word of mouth, text messages, and Facebook as information-sharing methods. The more frequent use of word of mouth and text messages may reflect the preference of older visitors. The prevalent use of Facebook among visitors, despite their older age, not only reflects the mainstreaming of Facebook but also creates an opportunity for electronic word of mouth. Local businesses can encourage visitors to tag their Facebook page (assuming a business has one) when sharing their experience on social media. In this way, the visitors' Facebook friends will see the businesses' Facebook page, creating electronic word of mouth.

## Reference

Oftedal, A., & Schneider, I. (2012). *Twin Cities metropolitan area summer visitor profile*. St. Paul, MN: University of Minnesota Tourism Center.

## APPENDIX A

### University of Minnesota Tourism Center Burnsville Area Visitor Questionnaire

1. Is Burnsville area your primary destination for this trip? ☐ Yes  
☐ No, the final destination is \_\_\_\_\_
2. What is the **primary** reason that you made this trip to Burnsville area? (**Check only 1**)
- |                                                |                                          |                                                                      |
|------------------------------------------------|------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Attraction            | <input type="checkbox"/> Family fun      | <input type="checkbox"/> Visit family/friends who live in Burnsville |
| <input type="checkbox"/> Festival/event        | <input type="checkbox"/> Performing arts | <input type="checkbox"/> Museums/historic sites                      |
| <input type="checkbox"/> Outdoor recreation    | <input type="checkbox"/> Sporting events | <input type="checkbox"/> Passing through                             |
| <input type="checkbox"/> Convention/conference | <input type="checkbox"/> Business/work   | <input type="checkbox"/> Other (Explain: _____)                      |
- 2a. If you could not come to Burnsville area for this primary activity, where would you go: \_\_\_\_\_
3. How frequently have you visited Burnsville area?  
Number of visits in the past 12 months \_\_\_\_\_ Number of visits in the past 5 years \_\_\_\_\_
4. Overall, how satisfied are you with your trip to Burnsville? (**Check only 1**)
- |                                         |                                    |                                  |                                       |                                            |
|-----------------------------------------|------------------------------------|----------------------------------|---------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Neutral | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very dissatisfied |
|-----------------------------------------|------------------------------------|----------------------------------|---------------------------------------|--------------------------------------------|
5. How many people (including you) are in your immediate travel party on this trip? \_\_\_\_\_
6. How many nights in total do you plan to spend away from home on this trip? \_\_\_\_ nights
7. How many of these nights will be in Burnsville Area? \_\_\_\_ nights (if 0, go to question 8)
8. If you are staying in Burnsville Area, how many nights are you staying in **each** of the following types of accommodations?
- |                      |                               |                                       |                              |             |
|----------------------|-------------------------------|---------------------------------------|------------------------------|-------------|
| ____ Hotel/motel     | ____ Resort/commercial cabin  | ____ Your own vacation home           | ____ RV                      | ____ Airbnb |
| ____ Bed & Breakfast | ____ Vacation rental by owner | ____ Vacation home of friend/relative | ____ Home of friend/relative |             |
9. How many of your travel party are:
- |                         |                        |                        |
|-------------------------|------------------------|------------------------|
| ____ Under 18 years old | ____ 18 - 25 years old | ____ 26 - 35 years old |
| ____ 36 - 50 years old  | ____ 51 - 69 years old | ____ 70 or older       |
10. What was the primary mode of transportation you used for this trip? (**Check only 1**)
- |                                        |                                    |                                     |                                   |                              |                               |                                |
|----------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|------------------------------|-------------------------------|--------------------------------|
| <input type="checkbox"/> Car/van/truck | <input type="checkbox"/> RV/Camper | <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Airplane | <input type="checkbox"/> Bus | <input type="checkbox"/> Bike | <input type="checkbox"/> Other |
|----------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|------------------------------|-------------------------------|--------------------------------|
11. While on this trip, which of the following activities have members of your travel party participated in or will participate in? (Check all that apply)
- |                                                          |                                                    |                                            |                                                 |
|----------------------------------------------------------|----------------------------------------------------|--------------------------------------------|-------------------------------------------------|
| <i>General:</i>                                          | <i>Participating in:</i>                           | <i>Visiting:</i>                           | <i>Attending:</i>                               |
| <input type="checkbox"/> Dining out                      | <input type="checkbox"/> Fishing                   | <input type="checkbox"/> Museums           | <input type="checkbox"/> Festivals/events       |
| <input type="checkbox"/> Driving on designated byways    | <input type="checkbox"/> Boating/sailing           | <input type="checkbox"/> Historic sites    | <input type="checkbox"/> Sporting events        |
| <input type="checkbox"/> Guided tour                     | <input type="checkbox"/> Sailboarding              | <input type="checkbox"/> Friends/relatives | <input type="checkbox"/> Performing arts        |
| <input type="checkbox"/> Nightlife/evening entertainment | <input type="checkbox"/> Canoeing/kayaking         | <input type="checkbox"/> State parks       | <input type="checkbox"/> Shows/music concerts   |
| <input type="checkbox"/> Sightseeing                     | <input type="checkbox"/> Biking                    | <input type="checkbox"/> Other attractions | <input type="checkbox"/> Wedding/family reunion |
|                                                          | <input type="checkbox"/> Snowmobiling              |                                            |                                                 |
|                                                          | <input type="checkbox"/> Snowshoeing               |                                            |                                                 |
|                                                          | <input type="checkbox"/> ATV (All Terrain Vehicle) |                                            |                                                 |
|                                                          | <input type="checkbox"/> Cross-country skiing      |                                            |                                                 |
|                                                          | <input type="checkbox"/> Golfing                   |                                            |                                                 |
|                                                          | <input type="checkbox"/> Casino gaming             |                                            |                                                 |
12. Please estimate your travel group's spending in Burnsville Area for the **last 24 hours** of your stay:
- |                    |                                        |                                    |
|--------------------|----------------------------------------|------------------------------------|
| Lodging \$ _____   | Transportation (includes gas) \$ _____ | Shopping \$ _____                  |
| Groceries \$ _____ | Restaurants/Bars \$ _____              | Recreation \$ _____ Misc. \$ _____ |
13. How many people are included in your spending estimate? \_\_\_\_\_
14. What best categorizes your group? (**Check only 1**)
- |                                |                                         |                                 |                                  |                                           |                                                 |
|--------------------------------|-----------------------------------------|---------------------------------|----------------------------------|-------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Alone | <input type="checkbox"/> Couple/partner | <input type="checkbox"/> Family | <input type="checkbox"/> Friends | <input type="checkbox"/> Family & friends | <input type="checkbox"/> Other (Explain: _____) |
|--------------------------------|-----------------------------------------|---------------------------------|----------------------------------|-------------------------------------------|-------------------------------------------------|

15. How far in advance did you plan this trip? (**Check only 1**)

- ☐ Less than 2 weeks      ☐ 2 to 4 weeks (1 month)      ☐ 5 to 8 weeks (1 to 2 months)  
☐ 9 to 13 weeks (2 to 3 months)      ☐ 13+ weeks

16. What information sources did you use to **plan** this trip? (Check all that apply)

- ☐ Area/destination website      ☐ Area/destination visitor guide      ☐ Area/destination e-newsletter  
☐ Word of mouth      ☐ Magazine ad      ☐ Newspaper  
☐ Facebook      ☐ Explore Minnesota Tourism      ☐ Radio  
☐ Twitter      ☐ Trip Advisor      ☐ Travel agent  
☐ Instagram      ☐ Travelocity      ☐ Other (Explain: \_\_\_\_\_)  
☐ Pinterest      ☐ Expedia

17. The following two questions ask how you will **share** information about your trip to Burnsville area:

16a. Which one of the following **devices** will you use **more**? (**Check only 1**)

- ☐ A personal computer      ☐ Mobile devices      ☐ Equal use of a personal computer and mobile devices

16b. Which of the following **medium** will you use? (Check all that apply)

- ☐ Word of mouth      ☐ Facebook      ☐ Twitter      ☐ Google+      ☐ Foursquare  
☐ Instagram      ☐ Pinterest      ☐ Trip Advisor      ☐ Yelp      ☐ Your own blog  
☐ Text messages      ☐ Youtube      ☐ Snapchat      ☐ Other (Explain: \_\_\_\_\_)

18. During this trip, have you made any changes to your original plans because of other travelers' opinions, reviews, photos, videos, or other information that you found online? (**Check only 1**)

- ☐ I have not changed my plans based on information found online  
☐ I did make a few changes to my plans  
☐ I made significant changes to my plans

19. What are your favorite tourism activities in Burnsville area?

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20. What tourism activities or attractions would you like to have in Burnsville area but currently are not available?

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**Finally, a few questions about you.**

21. In what year were you born? 19\_\_\_\_\_

22. What is the highest level of education that you have completed?

- ☐ Less than high school      ☐ Some college      ☐ BA or BS degree  
☐ High school graduate (or GED)      ☐ Associate college degree      ☐ Post graduate or professional school

23. You are:    ☐ Male      ☐ Female      ☐ Prefer not to answer

24. What is the ZIPCODE of your primary residence? \_\_\_\_\_

25. Please give us an estimate of your annual household income, before taxes?

- ☐ \$25,000 or less      ☐ \$25,001 – \$50,000      ☐ \$50,001 – \$75,000      ☐ \$75,001 – \$100,000  
☐ \$100,001 – \$125,000      ☐ \$125,001 – \$150,000      ☐ \$150,001 – \$175,000      ☐ Over \$175,000

**Thank You!**



APPENDIX B

What was the **primary** reason that you made this trip to the MSP Metro Area? (Check only 1)

- ☐ Attraction
- ☐ Family fun
- ☐ Visit family/friends who live in the Metro Area
- ☐ Festival/event
- ☐ Performing arts
- ☐ Museums/historic sites
- ☐ Outdoor recreation
- ☐ Sporting events
- ☐ Passing through
- ☐ Convention/conference
- ☐ Business/work
- ☐ Other
- 

How many days did your trip last, including the arrival and departure days?

How many nights did you stay in **each** of the following types of accommodations while in the MSP Metro Area?

- ☐ Hotel/motel

☐ Airbnb
- 
- ☐ Resort/commercial cabin

☐ Vacation home of a friend or relative
- 
- ☐ Vacation rental by owner

☐ Bed & Breakfast
- 
- ☐ Your own vacation home

☐ Home of a friend/relative
- 
- ☐ RV

Are you aware of Burnsville, a southern suburban city of the MSP Metro Area?

Not aware	Heard of but not know much	Know a bit	Know a lot
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your impression of Burnsville? (Choose all that apply)

<input type="checkbox"/> Friendly	<input type="checkbox"/> High quality parks and trail
<input type="checkbox"/> Clean	<input type="checkbox"/> Plenty of shopping options
<input type="checkbox"/> Safe	<input type="checkbox"/> Plenty of festivals and events
<input type="checkbox"/> Convenient location	<input type="checkbox"/> Other (please explain): <input type="text"/>

What are the reasons that you did not visit Burnsville during your trip to MSP Metro Area? (Choose all that apply)

<input type="checkbox"/> Too far away from either downtown	<input type="checkbox"/> Limited lodging choices
<input type="checkbox"/> Lack of transportation	<input type="checkbox"/> Lack of kids-friendly activities
<input type="checkbox"/> Schedule already full	<input type="checkbox"/> Lack of festivals/events
<input type="checkbox"/> I didn't know what to do in Burnsville	<input type="checkbox"/> Lack of shopping options
<input type="checkbox"/> Burnsville didn't appeal to me	<input type="checkbox"/> Other, please specify: <input type="text"/>

What would **entice you** to visit Burnsville during your next trip to the MSP Metro Area? (Choose all that apply)

<input type="checkbox"/> Shuttle between MSP international airport and Burnsville	<input type="checkbox"/> Kids-friendly activities
<input type="checkbox"/> Convenient transportation from either downtown	More festivals/events <input type="checkbox"/>
<input type="checkbox"/> More lodging choices	<input type="checkbox"/> More shopping options
<input type="checkbox"/> Local restaurants	<input type="checkbox"/> Other, please specify: <input type="text"/>
<input type="checkbox"/> Parks and trails	

What best categorizes your travel party? (Check only 1)

- ☐ Alone ☐ Family ☐ Family and friends  
☐ Couple/partner ☐ Friends ☐ Other (please explain)

How many people (including you) were in your immediate travel party on this trip? (Please enter a number only)

How many people (including you) in your travel party were:

- ☐ Under 18 years old ☐ 26-35 years old ☐ 51-69 years old

- ☐ 18-25 years old ☐ 36-50 years old ☐ 70 or older

Please estimate your travel party's spending in the MSP Metro Area **during the entire trip**.  
Please enter zero (0) if you did not spend any money in a category.

☐ Lodging

☐ Groceries

☐ Transportation (including gas)

☐ Shopping

☐ Restaurants/bars

☐ Recreation/attractions

☐ Miscellaneous

How many people are included in your spending estimate? (Please enter a number only)



While on this trip, which activities did members of your travel party participate in? (Check all that apply)

General:

- ☐ Dining Out
- ☐ Driving on designated byways
- ☐ Guided tour
- ☐ Sightseeing
- ☐ Nightlife/evening entertainment
- ☐ Shopping

Attending:

- ☐ Festivals/events
- ☐ Performing arts
- ☐ Shows/music concerts
- ☐ Sporting events
- ☐ Wedding or family reunion

Visiting:

- ☐ Friends/relatives
- ☐ State parks
- ☐ Museums
- ☐ Historic sites
- ☐ Other attractions

Participating in:

- ☐ Fishing/ice fishing
- ☐ Hiking
- ☐ Camping
- ☐ Biking (including mountain biking and fat biking)
- ☐ Golfing
- ☐ Casino gaming
- ☐ Canoeing/kayaking
- ☐ Boating/sailing
- ☐ Sailboarding
- ☐ ATV (All Terrain Vehicle)
- ☐ Snowmobiling
- ☐ Snowshoeing
- ☐ Cross-country skiing
- ☐ Skiing
- ☐ Cross-country skiing

What was the **primary** mode of transportation you used to get to the MSP Metro Area?  
(Check only 1)

☐ Car, van or truck

☐ Bus

☐ Bike

☐ RV or camper

☐ Train (Northstar or Amtrak)

☐ Other, please specify:

Motorcycle

Airplane

How far in advance had you planned this trip? (Check only 1)

☐ Less than two weeks

☐ 9 to 13 weeks (2 to 3 months)

☐ 2 to 4 weeks (one month)

☐ More than 13 weeks (3 months)

☐ 5 to 8 weeks (1 to 2 months)

What information source(s) had you used to **plan** this trip? (Check all that apply)

☐ Area/destination website

☐ Area/destination visitor guide

☐ Travel agent

Explore Minnesota Tourism

☐ Area/destination e-newsletter

☐ Facebook

Trip Advisor

Magazine ad

Twitter

☐ Travelocity

☐ Newspaper

☐ Instagram

☐ Expedia

☐ Radio

☐ Pinterest

☐ Word of mouth

Which one of the following **devices** did you use **more to share** information about your trip to the MSP Metro Area? (Check only 1)

Which of the following medium did you use to **share** information about your trip to the MSP Metro Area? (Check all that apply)

☐ Word of mouth

☐ Instagram

☐ Yelp

☐ Text messages

☐ Pinterest

☐ Google+

☐ Your own blog

☐ Youtube

☐ Foursquare

☐ Facebook

☐ Trip Advisor

☐ Other, please specify:

Twitter

During this trip, did you make any changes to your original plans because of other travelers' opinions, reviews, photos, videos, or other information that you found online? (Check only 1)

I did not change my plans based on information found online

I made a few changes to my plans

I made significant changes to my plans

In what year were you born? (Please enter a number only)

What is the highest level of education that you have completed?

- ☐ Less than High School
- ☐ Some college
- ☐ BA or BS degree
- ☐ High school graduate (or GED)
- ☐ Associate college degree
- ☐ Post graduate or professional school

You are:

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

What is the ZIPCODE of your primary residence?

Please give us an estimate of your annual household income (before taxes):

- ☐ \$25,000 or less
- ☐ \$75,001 to \$100,000
- ☐ \$150,001 to \$175,000
- ☐ \$25,001 to \$50,000
- ☐ \$100,001 to \$125,000
- ☐ Over \$175,000
- ☐ \$50,001 to \$75,000
- ☐ \$125,001 to \$150,000

**This is the end of the survey. Thank you for taking the time to complete this online questionnaire. Your contribution is deeply appreciated!**